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### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Currently amended) A method for delivery of reporting product/service rating information, comprising:
  - (a) providing a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data wherein the personal information data includes direct user inputs and information based on use of the product/service rating information, wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;
  - (b) receiving from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users and wherein the requesting user's profile is selected from a plurality of the requesting user's profiles, wherein each of the requesting user's profiles correspond with a unique user persona including unique personal information;
  - (c) identifying a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
  - (d) mapping the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
  - (e) filtering the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles,

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such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions;

- (f) determining whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement;
- (g) repeating the filtering and determining steps automatically if the second set of user profiles is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is automatically relaxed and the predetermined number of user profiles is selectively relaxed, and wherein repetition of the filtering and determining steps automatically occurs until a selected amount of user profiles similar to the user profile of the requesting user is generated such that product statistics are obtained along several dimensions;
- (h) creating a set of product/service rating data for the desired product/service, wherein the set of product/service rating data comprises rating information from the second set of user profiles, and wherein the set of product/service rating data also includes product/service information from a content database including at least information about pricing from a variety of suppliers rated by the second set of user profiles; and
- (i) reporting the set of product/service rating data to the requesting user.

2-9 (Canceled)

10. (Currently amended) An apparatus that delivers product/service rating information reports, comprising;

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- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data wherein the personal information data includes direct user inputs and information based on use of the product/service rating information, wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;
- (d) logic that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users and wherein the requesting user's profile is selected from a plurality of the requesting user's profiles, wherein each of the requesting user's profiles correspond with a unique user persona including unique personal information;
- (e) logic that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
- (f) logic that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (g) logic that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions;

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- (h) logic that determines whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement;
- (i) logic that automatically repeats the filtering logic and the determining logic if the second set of user profiles is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is automatically relaxed and the predetermined number of user profiles is selectively relaxed, and wherein repetition of the filtering logic and determining logic automatically occurs until a selected amount of user profiles similar to the user profile of the requesting user is generated such that product statistics are obtained along several dimensions;
- (j) logic that creates a set of product/service rating data for the desired product/service, wherein the set of product/service rating data comprises rating information from the second set of user profiles, and wherein the set of product/service rating data also includes product/service information from a content database including at least information about pricing from a variety of suppliers rated by the second set of user profiles; and
- (k) logic that reports the set of product/service rating data to the requesting user.

11. (Currently amended) A computer program embodied on a computer-readable medium that delivers product/service rating information reports, comprising:

- (a) a code segment that stores a plurality of user profiles corresponding to a plurality of users in a database, wherein each user profile comprises a set of personal information data wherein the personal information data includes direct user inputs and information based on use of the product/service rating information, wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the

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product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

- (b) a code segment that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users and wherein the requesting user's profile is selected from a plurality of the requesting user's profiles, wherein each of the requesting user's profiles correspond with a unique user persona including unique personal information;
- (c) a code segment that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
- (d) a code segment that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (e) a code segment that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions;
- (f) a code segment that determines whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement;
- (g) a code segment that automatically repeats the filtering logic and the determining logic if the second set of user profiles is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is automatically relaxed and the predetermined number of user profiles is selectively relaxed, and wherein repetition of the filtering logic and

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determining logic automatically occurs until a selected amount of user profiles similar to the user profile of the requesting user is generated such that product statistics are obtained along several dimensions;

- (h) a code segment that creates a set of product/service rating data for the desired product/service, wherein the set of product/service rating data is from the second set of user profiles, and wherein the set of product/service rating data also includes product/service information from a content database including at least information about pricing from a variety of suppliers rated by the second set of user profiles; and
- (i) a code segment that reports the set of product/service rating data to the requesting user.

12-24 (Canceled)

25. (Previously added) The method of claim 1, further comprising mapping of the personal information data based on pattern matching.

26. (Previously added) The apparatus of claim 10, wherein the personal information data is mapped with pattern matching logic.

27. (Previously added) The apparatus of claim 10, wherein the individual users have a plurality of user profiles, and wherein user access the user profiles through intention-centric interfaces.

28. (Previously added) The computer program of claim 11, and further comprising a code segment that maps the personal information data with pattern matching logic.

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29. (Previously added) The computer program of claim 11, and further comprising a code segment that allows individual users to establish a plurality of user profiles, and wherein users access the users profiles through an intention-based interface.